



# **1 NEWS Colmar Brunton Poll**

## **6 – 10 April 2019**

**Attention:** Television New Zealand

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## Methodology summary

<b>CLIENT:</b>	Television New Zealand.
<b>RELEASED:</b>	Monday 15 April 2019.
<b>POLL CONDUCTED:</b>	Interviewing took place from Saturday 6 to Wednesday 10 April 2019.
<b>MEDIAN FIELDWORK DAY:</b>	Sunday (50% of sample size target was reached on this day).
<b>TARGET POPULATION:</b>	Eligible New Zealand voters.
<b>SAMPLE POPULATION:</b>	Eligible New Zealand voters who live in New Zealand households that have a landline telephone or have access to a New Zealand mobile phone.
<b>SAMPLE SELECTION:</b>	<p><b>Landline:</b> Nationwide random digit dialling of landline telephones using stratified probability sampling to ensure the sample includes the correct proportion of people in urban and rural areas. Interviewers ask to speak to the person in each household aged 18 years or over with the next birthday. When required, multiple calls are made to reach that person. Voting eligibility is determined at the first question.</p> <p><b>Mobile:</b> Random dialling of New Zealand mobile telephones using probability sampling. Interviewers ask to speak to the main user of the phone who is aged 18 years or over. When required, multiple calls are made to reach that person. Voting eligibility is determined at the first question.</p>
<b>SAMPLE SIZE:</b>	n = 1,009 eligible voters, including n=506 polled via landline phone and n=503 polled via mobile phone.
<b>SAMPLING ERROR:</b>	<p>The maximum sampling error is approximately <math>\pm 3.1</math> percentage points at the 95% confidence level. This is the sampling error for a result around 50%. Results higher and lower than 50% have a smaller sampling error. For example, results around 10% and 5% have sampling errors of approximately <math>\pm 1.9</math> percentage points and <math>\pm 1.4</math> percentage points, respectively, at the 95% confidence level.</p> <p>These sampling errors assume a simple random sample of 1,000 eligible voters.</p>
<b>INTERVIEW METHOD:</b>	Conducted by CATI (Computer Assisted Telephone Interviewing).
<b>WEIGHTING:</b>	The data have been weighted to align with Stats NZ population counts for age, gender, region, ethnic identification, and mobile or landline access.
<b>REPORTED FIGURES:</b>	<p>Reported bases are unweighted. For Party Support, percentages have been rounded up or down to whole numbers, except those less than 4.5%, which are reported to 1 decimal place. For all other figures percentages have been rounded up or down to whole numbers except those less than 1%, which are reported to 1 decimal place. All sub-group differences listed for supplementary questions are statistically significant at the 95% confidence level.</p>
<b>METHODOLOGY NOTES:</b>	The party vote question has been asked unprompted since February 1997.

Note: The data does not take into account the effects of non-voting and therefore cannot be used to predict the outcome of an election. Undecided voters, non-voters and those who refused to answer are excluded from the data on party support. The results are therefore only indicative of trends in party support, and it would be misleading to report otherwise.

This poll was conducted in accordance with the New Zealand Political Polling Code. Publication or reproduction of the results must be acknowledged as the "1 NEWS Colmar Brunton Poll".

## Summary of results

PARTY SUPPORT – PARTY VOTE		
Labour Party	48%	Up 3%-points from 9 – 13 Feb 2019
National Party	40%	Down 2%-points
Green Party	6%	Steady
New Zealand First	4%	Up 1%-point
Act	1%	Steady

UNDECIDED VOTERS		
Party Vote – Don't know or refused	15%	Down 1%-point from 9 – 13 Feb 2019

PREFERRED PRIME MINISTER		
Jacinda Ardern	51%	Up 7%-points from 9 – 13 Feb 2019
Simon Bridges	5%	Down 1%-point
Judith Collins	5%	Down 1%-point
Winston Peters	3%	Steady

ECONOMIC OUTLOOK		
Optimism	37%	Up 2%-points from 9 – 13 Feb 2019
Pessimism	36%	Up 1%-point

The results shown on this page, and the changes identified over time, are reported to the nearest whole number. More detailed results are provided in the body of this report.

## Key political events

### 15 March – 10 April 2019

- On 15 March 2019, two mosques in Christchurch were attacked by a gunman. The shootings killed 50 people and injured 50 others. A 28-year-old Australian man was arrested and charged with murder.
- Prime Minister Jacinda Ardern announced a swift change in gun laws following the terror attack in Christchurch. The Arms Amendment Bill has made rapid progress through Parliament, with the proposed legislation banning most semi-automatic weapons.
- Minor changes to the bill have been recommended, including allowing commercial businesses specialising in pest control to continue using semi-automatic weapons. The National Party is pushing for further exemptions, including farmers and sporting competitors.
- Act leader David Seymour intended on blocking the bill being streamlined and pushed through Parliament but was not in the House when a motion for an expedited process was moved.
- Prime Minister Jacinda Ardern has been praised by many global and domestic media outlets, and key figures, for the way in which she responded to the terror attacks in Christchurch.
- In light of the Christchurch terror attack, Prime Minister Jacinda Ardern shortened her planned trip to Beijing, only visiting the Chinese capital for one day. Ardern visited the nation in order to continue the relationship with New Zealand's largest trading partner. During the visit, she also officially opened the new New Zealand embassy in Beijing.
- Chinese Ambassador to New Zealand, Wu Xi, called for greater China and New Zealand co-operation, ahead of the Prime Minister's visit.
- Chinese President Xi Jinping said that New Zealand and China already have a very good relationship but need to trust one another in order to take that relationship to new heights.
- National leader Simon Bridges said that he is backing the Government's plans to review New Zealand's hate speech law but warned against limiting free speech in the process.
- The Ministry of Social Development mistakenly paid out \$3.4 million in Winter Energy Payments to over 25,000 people who were not eligible. Despite this, the Ministry said that the Government has no plans to recoup the money.
- Regional Economic Development Minister Shane Jones said that he is entitled to talk about challenges in the regions, after criticisms that he was wading into a matter before the courts.
- Gun City boss, David Tipple, has told MPs that the ban on semi-automatic weapons ignores what went wrong in how the Christchurch gunman obtained firearms and ammunition.
- Prime Minister Jacinda Ardern unveiled the long-awaited design for the National Erebus memorial, after three years of consultation with the 257 affected families. The memorial is set for completion in May 2020 and will be installed in Auckland's Dove-Myer Robinson Park.
- New Zealand's former top military attaché to the United States, Alfred Keating, is on trial accused of planting a hidden camera inside the toilets of the New Zealand embassy in Washington, D.C.
- The Government announced that Supreme Court Judge, Sir William Young, will lead the Royal Commission of Inquiry into the Christchurch terror attacks. The Commission will also look into which areas of surveillance New Zealand's spy agencies were putting resources into.
- Act leader David Seymour was 'quietly confident' about the future of his proposed euthanasia bill ahead of the parliamentary committee being due to table its report on it. The Bill came back with only minor amendments, leaving Parliament to debate the issue ahead of its second reading.

## Question order and wording

### Voting eligibility

“If a general election was held today, would you be eligible to vote?”

**NOTE:** Those not eligible to vote are excluded from the total sample size for this poll.

### Likelihood to vote

“If a general election was held today, how likely would you be to vote?”

**NOTE:** Those claiming they would be ‘quite likely’ or ‘very likely’ to vote have been included in the party support analysis.

### Introduction

“Under MMP you get two votes.

One is for a political party and is called a party vote.

The other is for your local MP and is called an electorate vote.”

### Party vote

“Firstly thinking about the Party Vote which is for a political party.

Which political party would you vote for?”

**IF DON'T KNOW**

“Which one would you be most likely to vote for?”

### Preferred Prime Minister

“Thinking about all current MPs of any party, which one would you personally prefer to be Prime Minister?”

**IF NO ONE**

“Is there anyone who is not a current MP who you would prefer to be Prime Minister?”

### Economic outlook

“And do you think during the next 12 months the economy will be in a better state than at present, or in a worse state?”

## Party vote

“Which political party would you vote for?”

### IF DON'T KNOW

“Which one would you be most likely to vote for?”

	29 Nov- 5 Dec 2017	10-14 Feb 2018	7-11 Apr 2018	19-23 May 2018	28 Jul – 1 Aug 2018	15-19 Oct 2018	24-28 Nov 2018	9-13 Feb 2019	6-10 Apr 2019
<b>Don't know</b>	6%	9%	8%	9%	12%	11%	10%	10%	11%
<b>Refused</b>	4%	4%	4%	4%	4%	3%	3%	6%	4%
<b>TOTAL</b>	<b>10%</b>	<b>13%</b>	<b>12%</b>	<b>13%</b>	<b>16%</b>	<b>14%</b>	<b>13%</b>	<b>16%</b>	<b>15%</b>
<b>Base (n=)</b>	1,007	1,007	1,007	1,007	1,007	1,006	1,008	1,006	1,009

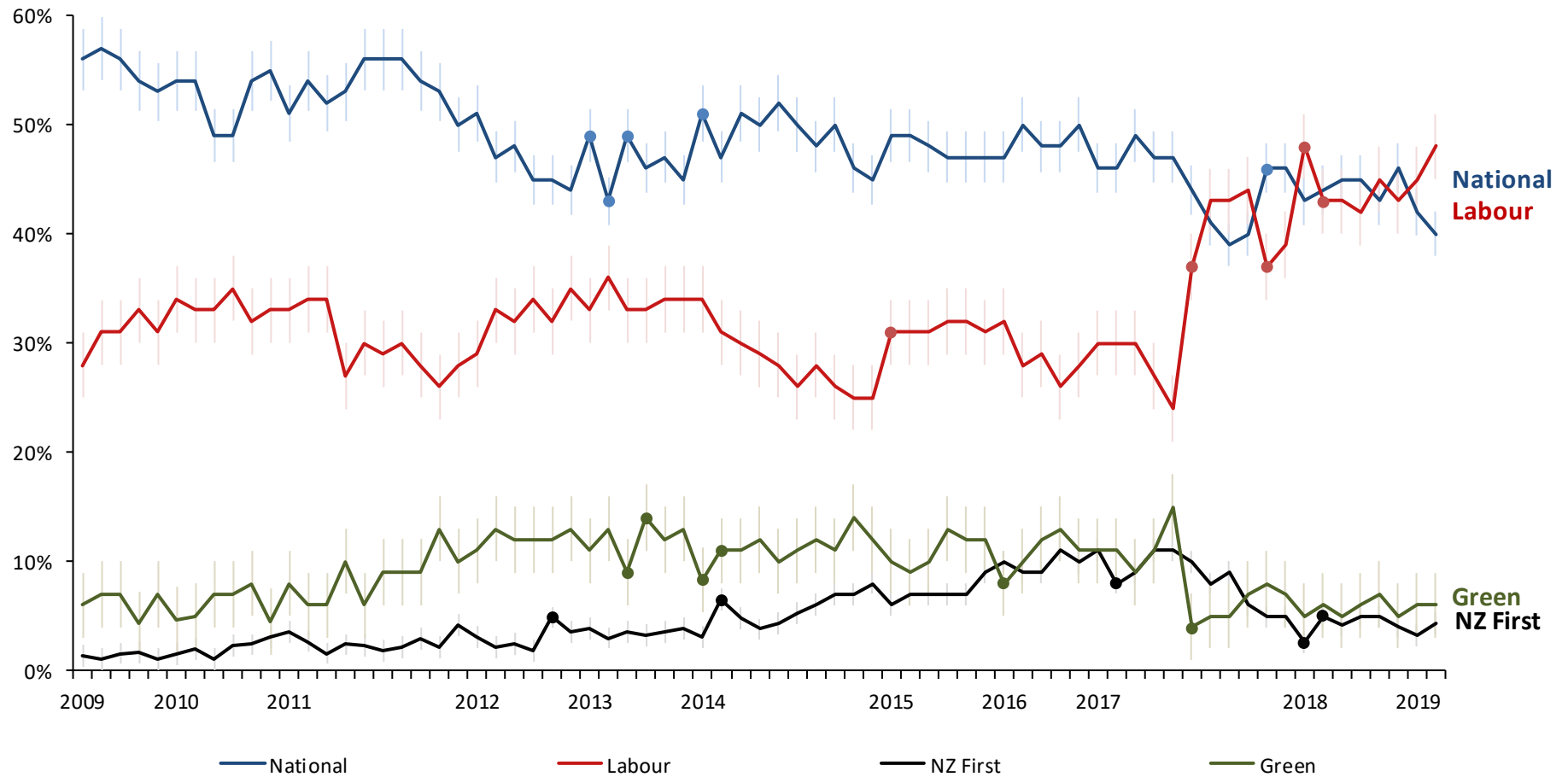
Based on eligible New Zealand voters.

	29 Nov- 5 Dec 2017	10-14 Feb 2018	7-11 Apr 2018	19-23 May 2018	28 Jul – 1 Aug 2018	15-19 Oct 2018	24-28 Nov 2018	9-13 Feb 2019	6-10 Apr 2019
<b>Labour Party</b>	39%	48%	43%	43%	42%	45%	43%	45%	48%
<b>National Party</b>	46%	43%	44%	45%	45%	43%	46%	42%	40%
<b>Green Party</b>	7%	5%	6%	5%	6%	7%	5%	6%	6%
<b>New Zealand First</b>	5%	2.6%	5%	4.2%	5%	5%	4.0%	3.3%	4.3%
<b>ACT Party</b>	0.1%	0.5%	0.3%	0.7%	1.1%	0.3%	0.6%	0.9%	0.7%
<b>Māori Party</b>	0.9%	0.7%	1.2%	0.9%	0.9%	0.6%	0.9%	1.4%	0.5%
<b>Conservative Party</b>	-	0.1%	0.2%	0.2%	0.1%	0.3%	-	0.2%	0.4%
<b>Aotearoa Legalise Cannabis Party</b>	0.1%	0.1%	0.2%	0.4%	-	-	0.1%	-	0.2%
<b>The Opportunities Party</b>	1.2%	0.6%	0.4%	0.5%	0.4%	0.3%	0.3%	0.6%	-
<b>Other</b>	0.3%	0.2%	0.8%	0.7%	0.2%	0.2%	0.5%	0.1%	-
<b>TOTAL</b>	<b>100%*</b>	<b>100%*</b>	<b>100%*</b>	<b>100%</b>	<b>100%*</b>	<b>100%*</b>	<b>100%*</b>	<b>100%*</b>	<b>100%*</b>
<b>Base (n=)</b>	874	822	861	839	814	806	826	821	814

Based on probed party supporters. \*Percentages do not add to total due to rounding.

# 1 NEWS Colmar Brunton Poll

## *Party Vote*



Note: Line markers indicate significant differences from the previous poll at the 95% confidence level, and error bars display the 95% confidence interval for each National, Labour, Green and NZ First Party result. Error bars and markers are not displayed for other parties because they would be indistinguishable on the chart. Significance testing carried out back to the 2011 general Election. Results up to the end of September 2017 were obtained via landline-only sampling.



## Preferred Prime Minister

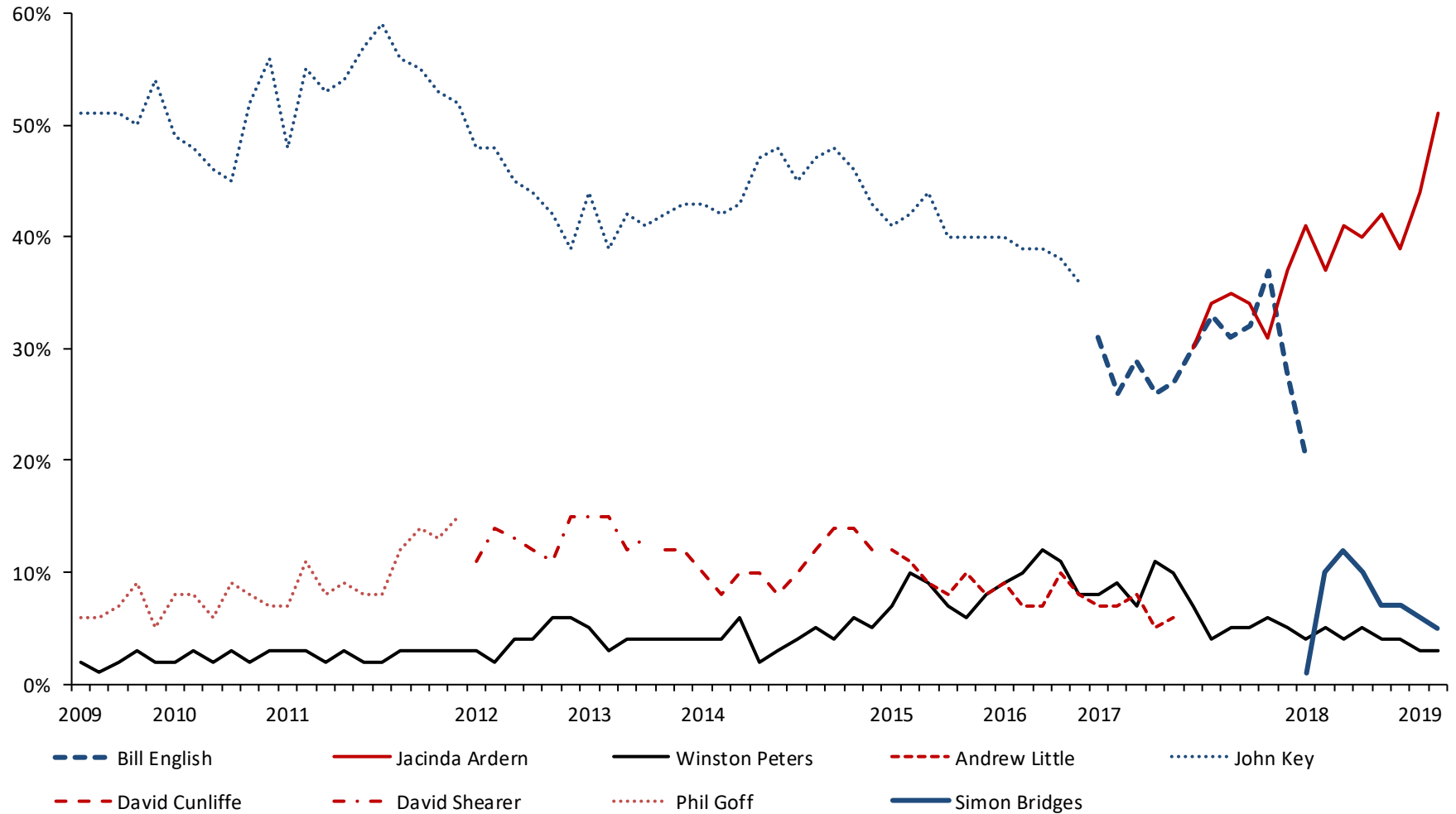
“Now thinking about all current MPs of any party, which one would you personally prefer to be Prime Minister?” **IF NO ONE:** “Is there anyone who is not a current MP who you would prefer to be Prime Minister?”

	30 Nov-5 Dec 2017	10-14 Feb 2018	7-11 Apr 2018	19-23 May 2018	28 Jul – 1 Aug 2018	15-19 Oct 2018	24-28 Nov 2018	9-13 Feb 2019	6-10 Apr 2019
Jacinda Ardern	37%	41%	37%	41%	40%	42%	39%	44%	51%
Simon Bridges	0.3%	1%	10%	12%	10%	7%	7%	6%	5%
Judith Collins	0.7%	0.4%	2%	2%	2%	5%	6%	6%	5%
Winston Peters	5%	4%	5%	4%	5%	4%	4%	3%	3%
Paula Bennett	0.4%	0.3%	0.2%	0.3%	0.5%	1%	0.5%	0.8%	0.4%
Nikki Kaye	-	-	-	0.2%	<0.1%	0.1%	0.5%	0.5%	0.3%
Bill English	28%	20%	2%	0.9%	0.9%	1%	0.4%	0.4%	0.3%
Steven Joyce	0.3%	0.4%	0.5%	0.4%	<0.1%	-	-	0.1%	0.3%
James Shaw	0.4%	0.4%	-	0.2%	0.3%	0.1%	0.1%	0.2%	0.2%
David Seymour	-	0.1%	0.3%	0.1%	0.2%	-	0.1%	0.1%	0.2%
Mark Mitchell	-	-	0.2%	0.2%	0.2%	0.3%	0.6%	0.8%	0.2%
John Key	2%	1%	1%	0.9%	2%	1%	2%	1%	0.1%
Kelvin Davis	0.2%	-	0.1%	-	0.1%	0.1%	0.1%	0.1%	0.1%
Amy Adams	-	0.4%	0.8%	0.5%	0.4%	0.5%	0.5%	1%	0.1%
Stuart Nash	-	-	-	0.3%	-	-	-	0.1%	<0.1%
Chloe Swarbrick	-	-	-	-	-	-	-	0.3%	-
Shane Jones	<0.1%	0.1%	0.2%	-	0.2%	-	0.2%	0.1%	-
Phil Goff	0.2%	-	0.1%	-	-	-	-	<0.1%	-
Grant Robertson	-	-	-	0.1%	0.2%	0.1%	0.1%	<0.1%	-
Andrew Little	0.1%	<0.1%	-	0.1%	0.1%	0.1%	0.2%	-	-
Gerry Brownlee	0.1%	-	<0.1%	0.1%	-	0.1%	0.1%	-	-
Helen Clark	0.2%	0.1%	0.2%	0.2%	0.5%	0.4%	-	-	-
Marama Davidson	-	-	0.4%	-	0.3%	0.1%	-	-	-
Phil Twyford	-	-	-	-	-	0.1%	-	-	-
David Parker	-	-	-	0.2%	-	0.1%	-	-	-
Gareth Morgan	0.4%	0.2%	-	<0.1%	<0.1%	-	-	-	-
Other	2%	0.9%	2%	1%	1%	2%	2%	2%	1%
Don't know	19%	27%	32%	31%	31%	30%	32%	28%	28%
None	2%	2%	3%	2%	4%	4%	5%	3%	2%
Refused	2%	1%	1%	1%	2%	2%	1%	2%	3%
<b>TOTAL</b>	<b>100%*</b>	<b>100%*</b>	<b>100%*</b>	<b>100%*</b>	<b>100%</b>	<b>100%*</b>	<b>100%*</b>	<b>100%*</b>	<b>100%*</b>
Base (n=)	1,007	1,007	1,007	1,007	1,007	1,006	1,007	1,006	1,009

Based on eligible New Zealand voters. \*Percentages do not add to total due to rounding.

# 1 NEWS Colmar Brunton Poll

## *Preferred Prime Minister*



## Economic outlook

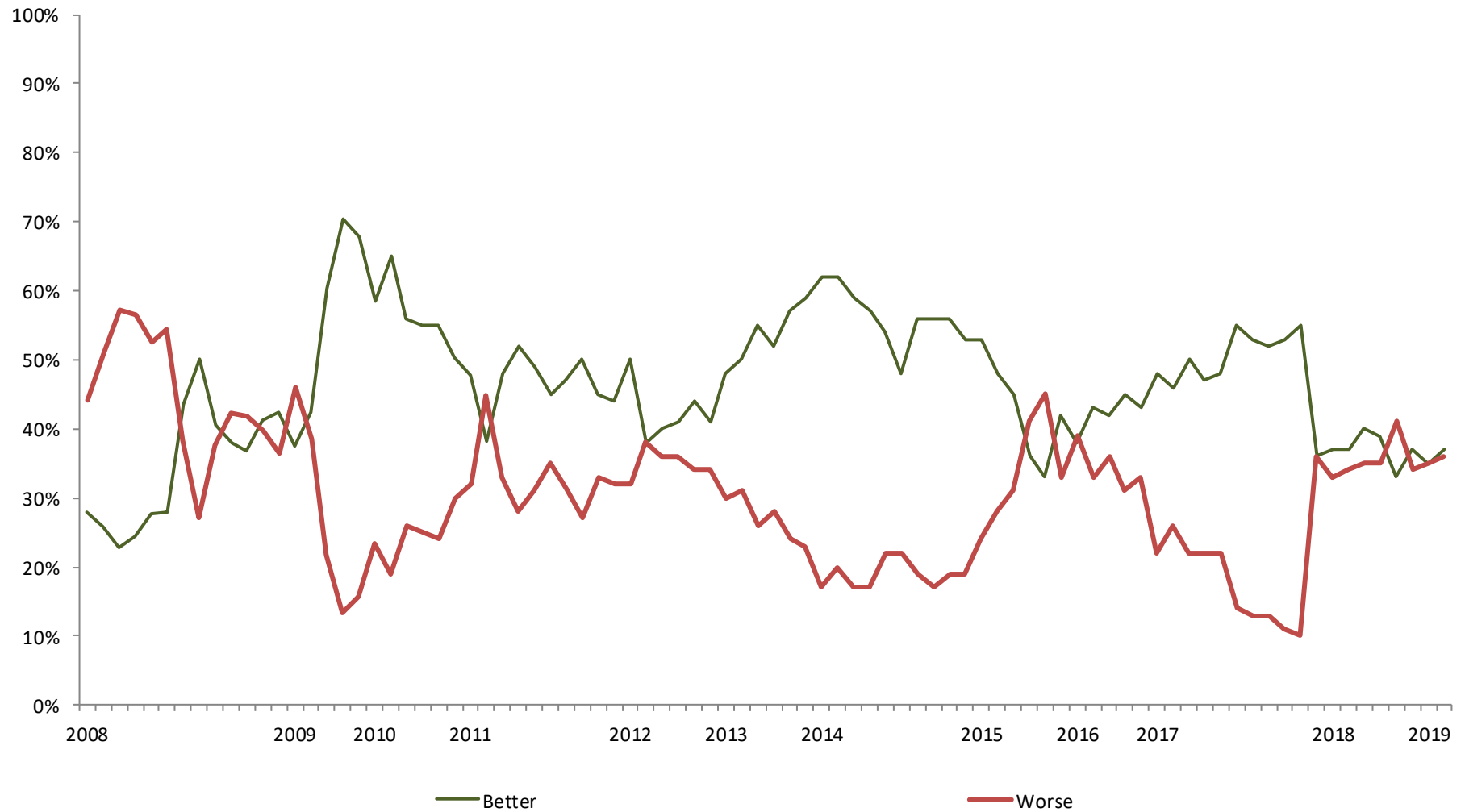
“And do you think during the next 12 months the economy will be in a better state than at present, or in a worse state?”

	19-23 May 2018	28 Jul – 1 Aug 2018	15-19 Oct 2018	24-28 Nov 2018	9-13 Feb 2019	6-10 Apr 2019
<b>Better</b>	40%	39%	33%	37%	35%	37%
<b>Same</b>	25%	26%	27%	29%	30%	28%
<b>Worse</b>	35%	35%	41%	34%	35%	36%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%*</b>	<b>100%</b>	<b>100%</b>	<b>100%*</b>
<b>Base (n=)</b>	1,007	1,007	1,006	1,008	1,006	1,009

Based on eligible New Zealand voters. \*Percentages do not add to total due to rounding.

# 1 NEWS Colmar Brunton Poll

## *Economic Outlook*



## St John's ambulance funding

*"St John provides ambulance services across New Zealand. Around 72% of their operating costs are funded by the Government. Do you think they should be fully funded by the Government?"*

	Total eligible New Zealand voters
Yes	88%
No	9%
Don't know	3%
<b>Total</b>	<b>100%</b>
<b>Base (n=)</b>	<b>1009</b>

Based on eligible New Zealand voters.

The vast majority of New Zealand voters (88%) believe St John Ambulance should be fully funded by the Government. Nine percent of voters don't want to see the Government fully fund it, while 3% don't know.

There are no groups of voters who are more likely than average (88%) to believe the Government should fully fund St John Ambulance.

Those groups of voters who are more likely than average (9%) to believe the Government should not fully fund St John Ambulance include:

- Those aged 60-69 (14%)
- Men (12%).

## Assistance for Mark Taylor

*“In 2014, New Zealander, Mark Taylor, travelled to Syria to fight for ISIS. He now wishes to return to New Zealand. Do you think the New Zealand Government should help bring him home?”*

	Total eligible New Zealand voters
Yes	16%
No	75%
Don't know	9%
<b>Total</b>	<b>100%</b>
<b>Base (n=)</b>	<b>1009</b>

Based on eligible New Zealand voters.

The majority of New Zealand voters (75%) do not wish to see the Government help bring Mark Taylor home. Sixteen percent would like the Government to do so, while nine percent don't know.

Those groups of voters who are more likely than average (16%) to want to see the Government help bring Mark Taylor home include:

- Asian New Zealanders (39%)
- Those aged 18-29 (36%)
- Pacific Peoples (31%).

Those groups of voters who are more likely than average (75%) not to want to see the Government help bring Mark Taylor home include:

- Those living in Otago and Southland (90%) or Canterbury (87%)
- National party supporters (87%)
- Those aged 55 and over (86%)
- Those with an annual household income of between \$70,001 and \$100,000 (85%).
- New Zealand Europeans (80%)
- Men (78%).

## Gun law change following Christchurch terror attacks

*“Following the Christchurch terrorist attack, the Government has acted to make semi-automatic weapons illegal, alongside other measures. Thinking about our gun laws, do you think the Government’s action ...?”*

	Total eligible New Zealand voters
Goes too far <sup>1</sup>	14%
Is about right	61%
Does not go far enough	19%
Don’t know	5%
Refused <sup>2</sup>	1%
<b>Total</b>	<b>100%</b>
<b>Base (n=)</b>	<b>1009</b>

Based on eligible New Zealand voters.

The majority of New Zealand voters (61%) feel the Government’s action on our gun laws is about right. Fourteen percent think they have gone too far, while 19% think they have not gone far enough. This leaves 5% who were unsure, and a further 1% who did not wish to answer this question.

Those groups of voters who are more likely than average (61%) to believe the Government’s action on gun laws is about right include:

- Labour party supporters (70%)
- New Zealand Europeans (64%).

Those groups of voters who are more likely than average (14%) to believe the Government has gone too far on gun laws include:

- National party supporters (21%)
- Men (18%).

Those groups of voters who are more likely than average (19%) to believe the Government has not gone far enough on gun laws include:

- Those aged 70 and over (25%).

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<sup>1</sup> The order in which the answer codes were read were rotated, so 50% heard “Goes too far” first, and 50% heard “Does not go far enough” first.

<sup>2</sup> Due to the sensitivity of this issue, and the recency of the events in Christchurch, our interviewers were sensitive to whether or not respondents were upset by the question and did not feel able to answer. If this was the case they were not asked the subsequent question on the Crusaders.

## Crusaders name change

*“Following the Christchurch terrorist attack, do you think the Crusaders rugby team should change their name?”*

	Total eligible New Zealand voters
Yes	14%
No	76%
Don't know	8%
Refused <sup>3</sup>	1%
<b>Total</b>	<b>100%*</b>
<b>Base (n=)</b>	<b>1003</b>

Based on eligible New Zealand voters excluding those who refused the previous question. \*Percentages do not add to total due to rounding.

The majority of New Zealand voters (76%) think the Crusaders rugby team should retain its name following the Christchurch terrorist attack. Fourteen percent think they should change their name while eight percent don't know and a further one percent did not wish to answer the question.

Those groups of voters who are more likely than average (76%) to believe the Crusaders should retain their name include:

- Those living in Otago and Southland (90%)
- National party supporters (87%)
- Those aged 18-29 (85%).

Those groups of voters who are more likely than average (14%) to believe the Crusaders should change their name include:

- Those with an annual household income of more than \$150,000 (25%).
- Labour party supporters (22%).

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<sup>3</sup> Due to the sensitivity of this issue, and the recency of the events in Christchurch, our interviewers were sensitive to whether or not respondents were upset by the question and did not feel able to answer.



## Parliamentary seat entitlement

The following table shows the parliamentary seat entitlement according to the results reported in this poll.

The table assumes ACT wins one electorate seat.

	Number of seats
<b>Labour Party</b>	60
<b>National Party</b>	51
<b>Green Party</b>	8
<b>ACT Party</b>	1
<b>TOTAL</b>	<b>120</b>

## Method for calculating parliamentary seat entitlement

The St Laguë method is used by the Chief Electoral Officer at election time to convert the number of votes for each party into the number of seats they get in Parliament.

It is applied to all the parties which are eligible, either by exceeding the 5% threshold or by winning at least one electorate seat. More information about the St Laguë method can be obtained directly from the Electoral Commission.